

EDITORIALS

Four TORRANCE HERALD DECEMBER 13, 1959

A Story of Contrasts

One of the principal arguments offered in efforts to put the government in the power business is that the government can offer "cheap" power to its customers.

The accomplishment of a private utility right here in California goes a long way toward refuting the claims of the public power advocates.

Southern California Edison Co., through the investment of private capital, has made much of Southern California's spectacular development possible through its "Big Creek" project, one of the world's greatest hydro-electric developments located about 250 miles north of Los Angeles.

The private utility company uses waters of melting snows in the High Sierras to turn a series of turbo generators in powerhouses located on seven levels. At the end of the line, the water is still available for irrigation purposes in the vast San Joaquin Valley.

Cost of the "Big Creek" installation has been placed at more than \$164,000,000 — money belonging to the 80,000 stockholders who own the Edison Co.

The taxpayers have not only been spared the pain of digging up taxes for this expenditure, but the private utility has paid enormous taxes on its investment over the years to local, state, and federal governments.

Contrast this with the Tennessee Valley Authority, which was originally authorized as a flood control measure. At the time of its inception, the production of electric power was considered a by-product.

At the time the constitutionality of the TVA act was being tested in 1938, officials of the huge project said there was no plan or intention then or in the future to construct multi-purpose dams nor to generate power by the construction and operation of steam plants.

Today TVA is the biggest single power producer in the United States and most of the power is steam generated. Congress has appropriated \$1,944,000,000 (or nearly two billion dollars) worth of interest-free bonds for TVA.

Investment in electrical power facilities now totals more than a billion, eight hundred million dollars.

The contrast is clear. In the case of the Southern California Edison Co., the private investor has made the funds available and those using the power pay enough for its cost of production and to return the money invested in the system—along with paying a full load of taxes each year.

In the case of the TVA, the producers and users of power are subsidized by every taxpayer in the United States, including those in the Southern California Edison Co. area who have set up their own power systems.

We used to say as children that "there's more than one way to skin a cat."

Apparently there is more than one way to produce "cheap" power.

Opinions of Others

"In our book, the heroes of the day are those anonymous doctors out in California who succeeded in putting back the leg of a young foundry worker after it had been chewed off by a crane.

"This, we think, is progress. We would be far more proud to have had ever so slight a hand in this victory than to have controlled the lunik camera that (they say) shot the back of the moon."—Versailles (Ky.) Sun.

"Fidel Castro has unleashed a vitriolic attack on the United States and staged a huge rally designed to whoop up anti-American sentiment in Cuba. He is now, at least, out in the open with his communist-inspired plans."—Louisburg (N. C.) Times.

"It isn't so much the decline in revenue that has hurt our railroads as the increase in expenditures. They have had to pay for a lot of things they do not receive. Firemen, for instance, used to have to shovel a lot of coal. Now they sit in ease while diesel motors glide along the tracks. Yet railroads have not been able to economize because of this improved locomotive that costs near the million dollar mark.

"The new locomotives pull longer trains, but extra help has to be paid, even though not needed.

"It is high time more people recognize that this is a buyers' market—and that means transportation service. It is possible to price anything out of the markets. Once priced out of the market, it is too late to do anything about the jobs lost."—Salem (Ind.) Leader.

STAR GAZER
By CLAY R. POLLAN

Your Daily Activity Guide According to the Stars

To develop message for Sunday, read words corresponding to numbers of your Zodiac birth sign.

ARIES MAR. 22 APR. 20 15-17-23-26 42-49-87-88	TAURUS APR. 21 MAY 21 2-9-28-31 37-45-53	GEMINI MAY 22 JUNE 22 4-7-10-33 37-41-74	CANCER JUNE 23 JULY 23 5-33-39-58 61-64-67	LEO JULY 24 AUG. 23 17-59-66-68 70-76-85-89	VIRGO AUG. 24 SEPT. 24 13-15-24-31 42-78-83-84	LIBRA SEPT. 23 OCT. 23 11-14-18-38 42-50-55	SCORPIO OCT. 24 NOV. 22 20-21-29-44 47-72-73	SAGITTARIUS NOV. 23 DEC. 22 1-16-19-36 40-48-81-82	CAPRICORN DEC. 23 JAN. 20 22-25-27-52 54-62-65	AQUARIUS JAN. 21 FEB. 19 51-56-60-63 71-77-79-80	PISCES FEB. 20 MAR. 20 3-6-8-34 46-73-89-90
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1 Check 21 Tree 61 Face
2 Strengthen 32 That 62 To
3 Bright 33 Firm 63 Far
4 Express 34 Promised 64 Of
5 Lie 35 For 65 Clear
6 Day 36 Toward 66 And
7 Decide 37 Improvement 67 Coercion
8 You're 38 To 68 Confidence
9 Only 39 In 69 React
10 Ideas 40 Extravagant 70 Are
11 Keep 41 And 71 Pleasure
12 Something 42 Change 72 In
13 May 43 Go 73 Mind
14 Pleasure 44 Ask 74 Comfort
15 Just 45 For 75 Year
16 The 46 Luck 76 On
17 Let 47 Action 77 But
18 Subject 48 You 78 Contrarily
19 Urge 49 By 79 Don't
20 An 50 If 80 Overage
21 Old 51 Friendly 81 And
22 Be 52 Spend 82 Spending
23 The 53 Desirable 83 Against
24 Tend 54 About 84 Wishes
25 Patient 55 Possible 85 The
26 World 56 Day 86 Increase
27 The 57 Good 87 Don't
28 These 58 The 88 Worry
29 Flame 59 Spirits 89 Efforts
30 To 60 Made 90 Count

Good Adverse Neutral

That Beats The Rope Trick



Average Consumer Has Faith In Dollar, Reporter Claims

By Reynolds Knight

The average consumer is increasingly inclined to regard slow inflation as probable.

But he's doing his part in braking the almost inevitable rise in prices. He tends to react to price increases by spending less rather than stocking up.

These are the findings of the University of Michigan in its latest survey of consumer attitude. The average consumer has confidence in the dollar and believes that adding to savings deposits is a good way to save. Also, he's increasingly more interested in diversifying his savings and investments.

What would be the wisest thing to do nowadays with money over and above what one needs? To this question asked by the survey, people with an annual income of less than \$7500 overwhelmingly voted for savings accounts and savings bonds. People with incomes of more than \$15,000 chose common stocks and real estate.

In the \$7500-15,000 bracket (20 per cent of all American families) banks and bonds were the favored investments of 45 per cent, common stock and real estate of 40 per cent. The remaining 15 per cent favored "both together."

Art and big business have joined forces to help spread culture in a novel manner. A beverage company is spending \$1,000,000 on a unique merchandising idea which employs the use of art masterpieces as the highlight of a packaging program for five of its products.

Schenley Industries has selected 60 different paintings

"Our market research convinced us that 'genderizing' is necessary to the realization of the sales potential for quality writing instruments—neuter gender pens featured for many years are not enough to develop the sales picture to its fullest extent," said president Walter A. Sheaffer II.

"Accordingly, we are providing a complete line of pens to meet the needs of customers of both sexes. The Lady Sheaffer collection of pens, designed especially for women and introduced in mid-1958, was our first move in this direction. Now we're following up with Sheaffer's PFM—as exclusively masculine a product as the old moustache cup."

"Our children know all about what society owes them. Apparently a lesson that hasn't been taught is what they owe society."—Virginia P. Held.

"A procrastinator is one who puts off until tomorrow the things he's already put off until today."—Griff Niblack.

"Inflation, as we get it, is when everybody is so rich that no one can afford anything."—Changing Times.

"A constant drip will wear away a stone—or a welcome."—D. O. Flynn.

from Europe and the United States and has made full color reproductions about 12x14 inches. These are rolled around special cardboard tube containers into which the bottles are inserted. The entire package is placed in a cellophane gift-wrap.

A unique feature of the Schenley collection is that 19 of the masterpieces are now hanging in two museums behind the Iron Curtain and were never before available in this country as full-color art prints. These masterpieces, confiscated from Russian industrialists and nobility during the Russian revolution, include works by Picasso, Van Gogh, Monet, Gauguin, Pissarro, Matisse, Renoir, Rousseau and Sisley.

An ink maker has come up with an antidote for office-derived stains on stenographers—a foil-wrapped "towelette" used without water and requiring no towel for final drying. An 8 mm. movie camera so small it can be carried in a shirt pocket takes either still pictures or 25 feet of action film. Automatic potato peeler for homemakers is connected to water faucet by flexible tube, removes only thinnest layers of skin and grinds peels fine enough to run down the drain.

The so-called "genderizing" trend in consumer products has turned up again. Mindful of the success of genderized wallets, electric shavers, sunglasses and other items now designed differently for men and for women, the W. A. Sheaffer Pen Company has introduced the first fountain pen exclusively for males.

Called Sheaffer's PFM (Pen For Men), the new writing instrument is big and bold, with ink capacity said to be 50 per cent greater than previous models.

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Around Boston, the word is! If you're in a hurry, don't lunch with Robert Farrington.

ton. The reason is that Farrington, a young advertising man, has organized a one-man crusade against poor restaurant service.

Farrington took a newspaper ad offering membership in "Tippers Anonymous" to all who believe that tips are compensation for prompt and courteous service. For a dollar fee, he supplies a wallet-size tablet of "report cards" for waiters. The idea is for the diner to fill out a card rating the waiter's performance as "excellent," "good," "fair," "poor," and leave the card alongside an appropriate tip.

Farrington's friends, while admiring his spirit, prefer not to risk the wrath that's likely to follow a poor report card.

The number of government workers of all types has more than tripled in the last 30 years and is now around the 10-million mark, while corporate employment rose in the same period from 20 million to 31 million. Since the quiz show scandals, a leading hotel chain finds that guests are returning "souvenirs" taken over the years. Dividends paid stockholders of American companies have grown in the last seven years from \$9 billion to \$13.5 billion, while the number of investors has almost doubled from 6.5 million to 12.5 million.

Law in Action

Church and State

Our nation came into being soon after the religious upheavals in Europe. Hence our constitution says:

"Congress shall make no law respecting establishment of religion, or prohibiting the free exercise thereof . . ."

Our nation is not against religion, but we have a long standing policy that citizens can hold their own beliefs without government meddling.

Yet our government does give some aid to religion as when we exempt schools and colleges, religious or not, from taxes.

But, in interpreting the constitution, the courts have ruled against any law that would single out one religion above the others.

Where there is no such favoritism, the courts have upheld laws which, for example, allowed bus service at the taxpayers' expense for all school children, including pupils in religious schools. The separation of church

Visit to Cambodia

Ancient Ruins Worth Rough Jungle Travel

By KING WILLIAMS

Regarded by many as one of the wonders of the world is Angkor Wat in Siemreap, Cambodia, more visited today by tourists than at any time since its rediscovery in 1861 by French naturalist Henri Mouhot.

Abandoned in 1349 A.D. these magnificent ruins had been taken over by the jungle. A vast effort at restoration was begun by the French and disclosed to an amazed world some of the most massive and ornate buildings on earth. Work also was carried out on Angkor Thom, one mile from its more famous contemporary, Angkor Wat.

Engineers who view these magnificent ruins are amazed at the knowledge of the 12th century artisans who seemingly worked with nothing but crude tools assisted by hundreds of thousands of slaves. Almost every square inch of the immense structures are embellished with skillful carvings, depicting historic and religious events of the period in which construction was made of brick and sandstone, all held together by a mysterious binder.

To us the art seemed a little tiresome but experts on the Khmer achievements agree that it is some of the best of its kind on earth. The entire city seems to have been made up of scores of temples dedicated to dozens of different gods and Hindu and Buddhist priests.

Said to dwarf any other ruins in the world, Angkor Wat and Angkor Thom are so large that bigness alone recommends them to the sight-seer who must pay a price in a rather uncomfortable trip to a steaming jungle that even now is reducing a crumbling soft sandstone to debris.

Many tourists who go to Bangkok avoid the journey to Siemreap because of a limited airplane schedule and all but impassable roads. Furthermore, they must anticipate an overnight stay in an ancient French hotel that may have atmosphere but little else. Mosquitoes seem to thrive on occidental blood and women, particularly, return to civilization quite a bit worse for the wear. Middle-aged men also suffer sore muscles and stiff joints from climbing over ruins and negotiating doorsteps originally built for elephants.

But if you like jungle atmosphere a journey to Cambodia is recommended. You'll see elephants at work and you'll hear all the strange

noises of tropical nights. You'll see little brown people listlessly watching the day go by and you'll see many toiling in the rice fields with faithful water buffalo.

One can ride in dilapidated automobiles or take a somnar bicycle taxi, as we did, and see life at first hand in the little town of Siemreap or along the river. It is a memorable lark for the passengers and seems to be pleasing to the bicycle chauffeurs. It was late evening when we embarked on what we supposed was going to be a 15-minute ride. Instead, we were carted through the main section of town, where scores were cooking their dinners in the open or lining up for the American motion pictures.

In limited French we tried to explain we were ready to return to the hotel. A thunderstorm was coming up with the roads already just short of being quagmires. They cheerfully misunderstood and instead turned to an open road, pedaled through a temple, where they respectfully doffed their caps, and headed

toward the river.

We gave up and held on as the little carriages bounced over a muddy jungle path along the river. The boys kept repeating a few English words such as "Hello, Goodbye and O.K.," ringing their bells and exchanging greetings with friends and relatives. Many were bathing in the river or cooking over charcoal fires. All greeted us hospitably, particularly the children.

Cambodia's economy is about as frugal as any in the so-called Free World. Its legal tender, expressed in "riels" is unstable. The country produces a fair grade of rice and has vast sources of hard woods, including teak. The climate is hot and humid with rain the rule in season rather than the exception.

Roads built through the jungle must be constantly maintained or they are grown over in a few months. That is why, when Angkor Wat was abandoned, the jungle took over so fast that the ruins remained buried in their own secrets for centuries.

From the Mailbox

By Our Readers

Editor, Torrance Herald
I have just read the article, "Penny for Your Thoughts," concerning the removal of parking meters.

My personal opinion is that parking meters isn't particularly the problem. I believe traffic lights in the streets of the business section would be the answer.

I think the great problem is straggling pedestrians. I don't care to shop in Torrance because of it. . . you simply can't get in or out of streets as there is nothing to gauge the flow of pedestrians.

You are forced to sit and wait — about the time one pedestrian has cleared the crosswalk, another has entered. Besides being aggravating to drivers, it also congests traffic.

I find Sartori and El Prado the most in need of traffic lights and believe the city would be ahead to try it before removing the parking meters.

The public is accustomed to parking meters and usually go prepared for them. I see them as an advantage as it prevents monopoly of parking space. It seems to me they would also be an advantage to merchants as they provide space for shoppers in preference to window shoppers.

The average person has just so much money to spend, and with meters, they get what they want and go on. Otherwise, they might spend a couple of hours looking

around and buying nothing more.

MRS. D. EVANS
Harbor City.

Editor, Torrance Herald
Now that the Chest campaign is virtually over, I'd like to take the opportunity of thanking you for all the wonderful support you have given us over the past few months. Our coverage in Torrance has been very good, and your kind cooperation has had a great deal to do with the success of the Torrance campaign, which may well turn out at the final count on Friday to be among the best in the whole Harbor Area.

Even if it does not, we could never have achieved a fraction of what has been achieved without your paper's valuable support, on which so much depends.

As I think you know, my assignment here ends on Friday, and I have to attend the final report meeting in Los Angeles on that day. It is unlikely that I shall have another opportunity for letter-writing. For that reason I wanted to get this "thank you" note off to you today, a little ahead of the gun.

It has been a very great pleasure for me to be associated with you, and I want to wish you the best of luck and continued success for you and your paper.

Once again, very many thanks.

A. MCKAY

CROSSWORD PUZZLE

ACROSS

- 1-Mocasin
- 2-Collection of tents
- 3-Pumilike fruit
- 12-Finnish plural article
- 13-City of Pagan
- 14-Pitch
- 15-Total
- 16-Practice performance
- 18-Cubic meter
- 19-Turkish regiment
- 21-Chinese mill
- 22-Eroum
- 23-Tidings
- 27-Vessel's sudden planking
- 28-Distant
- 29-Once more
- 31-Three-toed sloth
- 32-Remuneration
- 33-Ethiopian title
- 34-A continent (abbr.)
- 35-Reject
- 27-Sailor (colloq.)
- 28-Corduroy cloth
- 29-Detect
- 40-Fall behind
- 41-Hebrew letter
- 42-Shut noisily
- 44-Rubbed
- 47-Fruit
- 51-Guido's high note
- 52-Fresh
- 55-Observes
- 54-Goad
- 55-Eft
- 56-Prepare for print
- 57-Once around track

DOWN

- 1-Fren ticket
- 2-Border on
- 3-Handsome
- 4-Cover with wax
- 5-Hall
- 6-Yarn made from Angora goat hair
- 7-Skins
- 8-Cords
- 9-Spanish plural article
- 10-Tierra del Indiu
- 11-Lamprey
- 17-Cooled lava
- 19-A state (abbr.)
- 22-Grass cured for fodder
- 24-Babylonian deity
- 25-Alcoholic beverage
- 26-Break suddenly
- 27-Band worn around waist
- 28-East Indian palm
- 29-Enthusiast (colloq.)
- 30-Swiss river
- 32-Gift
- 33-Tattered cloth
- 36-Guido's low note
- 37-Pounded
- 38-Amend
- 40-Slight error
- 41-3,1416
- 43-A state (abbr.)
- 44-Direction
- 45-Lamb's pen name
- 46-Vet
- 47-Transfix
- 48-Anger
- 49-At present
- 50-Ithwalian wreath

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